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# The Daily

## Statistics Canada

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Beer and liquor stores and agencies sold $20.9 billion worth of alcoholic beverages during the fiscal year ending March 31, 2012, up 3.0% from the previous year.

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# Releases

## Control and sale of alcoholic beverages, for the year ending March 31, 2012

Beer and liquor stores and agencies sold $20.9 billion worth of alcoholic beverages during the fiscal year ending March 31, 2012, up 3.0% from the previous year.

Beer remained the alcoholic drink of choice for Canadians, but preferences are changing.

While the growth in the dollar value of sales reflected an increase in all three market segments, the growth in wine sales (+5.9%) in 2012 outpaced the growth in both beer (+0.6%) and spirit (+3.9%) sales.

In litres of absolute alcohol, the volume of sales of alcoholic beverages increased 3.5% to 236.2 million litres.

The net income realized by provincial and territorial liquor authorities, combined with other alcohol-related revenue, such as liquor licences and permits, was up 3.6% from the previous year to $6.1 billion in 2012. Nova Scotia and the Northwest Territories were the only jurisdictions to report net income declines.

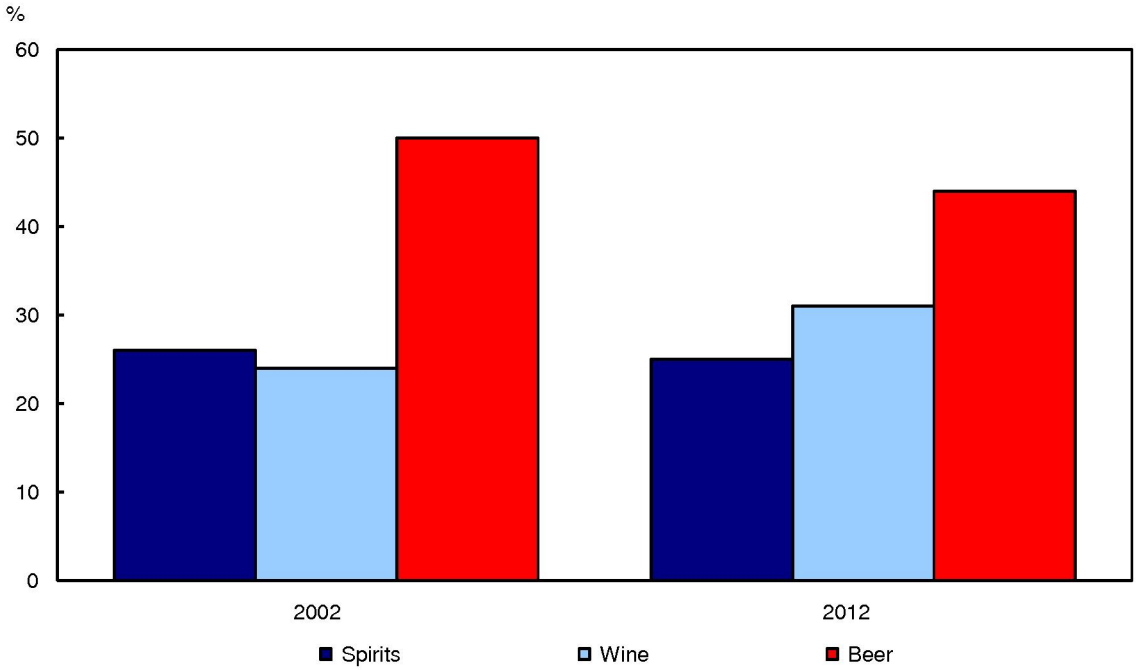
### Market share of beer on the decline

Beer, liquor stores and agencies sold $9.2 billion worth of beer during the fiscal year ending March 31, 2012, up 0.6% from the previous year. Alberta reported the largest sales increase at 7.1%, while Quebec (-3.9%) posted the biggest decline.

Despite the small increase in beer sales, both in terms of volume and dollar value, the market share dominance of beer continued to decline as consumers turned more to wine.

In 2002, beer had a market share of 50% by dollar value, while wine had 24%. By 2012, the market share for beer had declined to 44%, while wine accounted for 31%.

## Chart 1
## Proportion of sales of alcoholic beverages in dollars




### *Note to readers*

*Statistics on the sales of alcoholic beverages by volume should not be equated with data on consumption. Sales volumes include only sales by liquor authorities and their agents, and sales by wineries and breweries and outlets that operate under license from the liquor authorities.*

*Consumption of alcoholic beverages would include all these sales, plus homemade wine and beer, wine and beer manufactured through brew-on-premises operations, sales in duty-free shops and any unrecorded transactions.*

*Similarly, statistics on sales of alcoholic beverages by dollar value of sales should not be equated with consumer spending on alcoholic beverages. Sales data refer to the revenues received by liquor authorities, wineries and breweries. These revenues include sales to licensed establishments, such as bars and restaurants.*

*Therefore, sales data do not reflect the total amount spent by consumers on alcoholic beverages, since the prices paid in licensed establishments are greater than the price paid by those establishments to the liquor authorities.*

*Per capita data are based on the population aged 15 and over as per CANSIM table 051-0001 for July 1, 2011, to conform to internationally accepted standards. Volume of sales of alcoholic beverages in litres of absolute alcohol is calculated by multiplying the sales volume by the percentage of alcohol content. For more information, consult the "Definitions, data sources and methods" section of this release.*

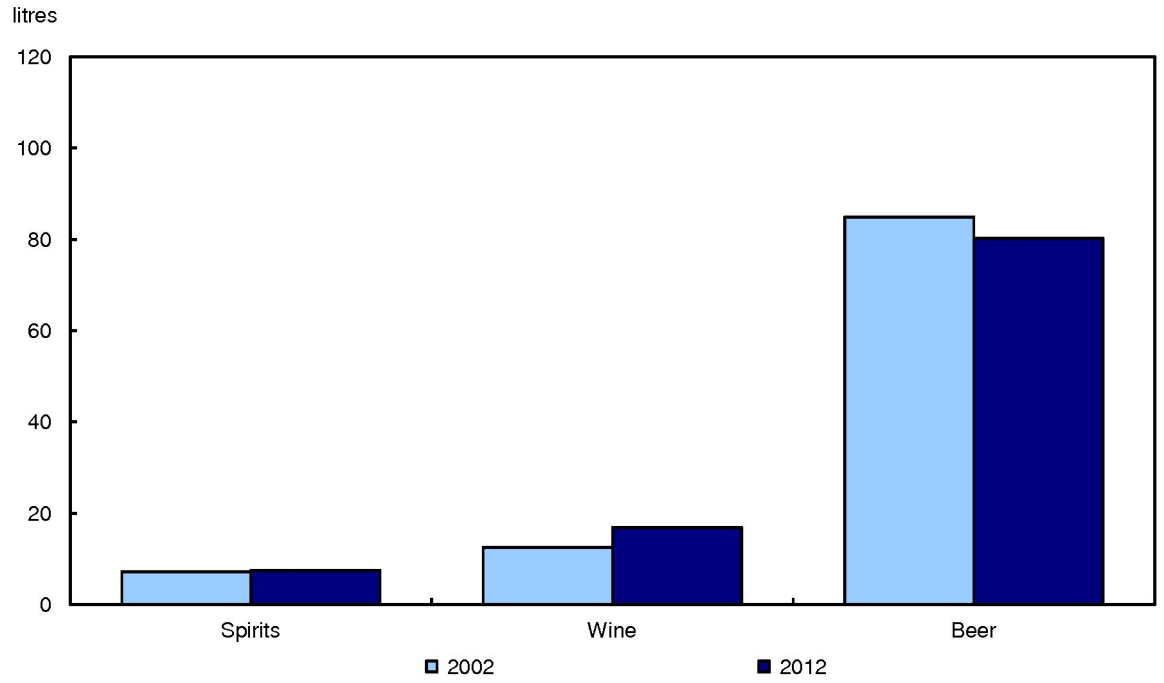
*The data for the provinces of Newfoundland and Labrador and of Quebec cover a period of 53 weeks for the fiscal year ending March 31, 2012.*

Measuring volume, beer stores and agencies sold 2.3 billion litres of beer in 2012. The volume of domestic beer sold increased to 1,994.0 million litres in 2012, up 1.4% from the previous year. The volume of imported beer sold increased 0.7% to 323.0 million litres. Over a 10-year period, the market share of domestic beer sold in Canada decreased from 92% in 2002 to 86% in 2012.

Overall, three countries accounted for 60% of imported beer sales in terms of volume. The United States led the imported beer market at 23.5%, followed by the Netherlands (19.2%) and Mexico (17.0%).

On a per-capita basis, beer sales amounted to 80.3 litres per person in 2012, down from 84.9 litres in 2002. In contrast, during the same period, beer sales, in terms of dollar value, increased by almost $30 to $317 per person.

**Chart 2**
**Sales of alcoholic beverages per capita 15 years and over: Volume**




## Wine's popularity still on the rise

Wineries and liquor stores and agencies sold $6.5 billion worth of wines during the year ending March 31, 2012, up 5.9% from the previous year. All provinces and territories reported gains except Nunavut (-6.9%).

In terms of volume, wine sales increased 3.8% from 2011 to 488.0 million litres in 2012. The growth in volume of imported wine (+4.5%) outpaced the growth of domestic wine (+2.8%).

The market shares of red and white wine have shifted over the past 10 years. In 2012, red wine represented 57% of total wine sales compared with 48% in 2002.

The share of imported red wine in 2012 was unchanged compared with 2011 at 76% of all red wines sold in Canada. The market share of imported white wine was smaller at 63%.

On a per-capita basis, wine sales amounted to 16.9 litres or $225 per person in 2012, an increase of 4.3 litres per person from 2002.

## Whisky and liqueur sales on the rise

Liquor stores and agencies sold $5.3 billion worth of spirits during the year ending March 31, 2012, up 3.9% from the previous year. This gain was mainly the result of growth in the sales of whisky (+4.7%) and liqueurs (+2.0%).

The volume of spirits sold increased 3.2% in 2012 to 216.6 million litres. Although the volume of domestic spirits sold increased 3.9% to 144.9 million litres in 2012, the market share for these spirits has been on the decline. Over a 10-year period, the market share of domestic spirits decreased from 74% in 2002 to 67% in 2012.

In terms of dollar value, nearly 70% of the imported spirits sold in Canada were from the United States (27.4%), the United Kingdom (27.3%) and France (14.3%). Spirits imported from Mexico continue to gain popularity year over year, increasing from a share of 4.7% in 2011 to 6.6% in 2012.

Whisky-type products such as whisky, scotch, and bourbon accounted for 27% of total spirits sales (in dollar value) in 2012, followed by vodka sales at 24% and rum sales at 17%.

On a per-capita basis, spirits sales amounted to 7.5 litres per person in 2012, a marginal increase of 0.3 litres per person from 2002. Despite the increase in per capita sales, the market share of spirits declined from 26% in 2002 to 25% in 2012.

## Table 1
## Net income of provincial and territorial liquor authorities for the year ending March 31

| | 2011[r] | 2012[p] | 2011 to 2012 |
|---|---|---|---|
| | thousands of dollars | | % change |
| **Canada** | **5,872,693** | **6,085,566** | **3.6** |
| Newfoundland and Labrador | 133,101 | 142,901 | 7.4 |
| Prince Edward Island | 31,639 | 34,253 | 8.3 |
| Nova Scotia | 224,868 | 221,595 | -1.5 |
| New Brunswick | 161,461 | 165,621 | 2.6 |
| Quebec | 1,086,806 | 1,169,936 | 7.6 |
| Ontario | 2,145,475 | 2,228,369 | 3.9 |
| Manitoba | 252,009 | 256,024 | 1.6 |
| Saskatchewan | 214,989 | 218,663 | 1.7 |
| Alberta | 683,521 | 687,118 | 0.5 |
| British Columbia | 899,532 | 921,685 | 2.5 |
| Yukon | 12,652 | 12,734 | 0.6 |
| Northwest Territories | 24,957 | 24,918 | -0.2 |
| Nunavut | 1,683 | 1,749 | 3.9 |

[r] *revised*
[p] *preliminary*
***Note(s):*** *Data may not add up to totals as a result of rounding.*

## Table 2
## Sales of alcoholic beverages for the year ending March 31

| | 2012 | | | |
|---|---|---|---|---|
| | Beer | Wine | Spirits | Total |
| | thousands of dollars | | | |
| **Canada** | **9,150,934** | **6,489,759** | **5,252,763** | **20,893,457** |
| Newfoundland and Labrador | 226,793 | 62,564 | 138,801 | 428,157 |
| Prince Edward Island | 41,642 | 16,540 | 27,743 | 85,925 |
| Nova Scotia | 299,734 | 129,585 | 198,657 | 627,976 |
| New Brunswick | 222,733 | 82,186 | 109,967 | 414,885 |
| Quebec | 2,416,662 | 2,257,480 | 702,504 | 5,376,646 |
| Ontario | 3,131,858 | 2,137,208 | 2,022,227 | 7,291,292 |
| Manitoba | 307,151 | 136,679 | 241,423 | 685,253 |
| Saskatchewan | 287,013 | 84,340 | 231,355 | 602,708 |
| Alberta | 1,011,627 | 553,290 | 696,839 | 2,261,756 |
| British Columbia | 1,162,355 | 1,013,678 | 848,581 | 3,024,614 |
| Yukon | 19,578 | 8,147 | 11,786 | 39,511 |
| Northwest Territories | 20,152 | 7,454 | 21,009 | 48,615 |
| Nunavut | 3,636 | 609 | 1,873 | 6,118 |
| | 2011 to 2012 | | | |
| | Beer | Wine | Spirits | Total |
| | % change | | | |
| **Canada** | **0.6** | **5.9** | **3.9** | **3.0** |
| Newfoundland and Labrador | 2.9 | 12.6 | 5.3 | 5.0 |
| Prince Edward Island | 2.8 | 8.8 | 2.9 | 3.9 |
| Nova Scotia | -0.6 | 6.2 | 1.6 | 1.4 |
| New Brunswick | 0.9 | 2.1 | -1.3 | 0.5 |
| Quebec | -3.9 | 6.8 | 6.3 | 1.6 |
| Ontario | 1.1 | 5.8 | 4.3 | 3.3 |
| Manitoba | 6.4 | 4.8 | 3.3 | 4.9 |
| Saskatchewan | 3.1 | 5.1 | 4.4 | 3.9 |
| Alberta | 7.1 | 6.8 | 3.1 | 5.7 |
| British Columbia | 1.1 | 3.6 | 2.8 | 2.4 |
| Yukon | 5.1 | 11.0 | 5.2 | 6.3 |
| Northwest Territories | 0.3 | 4.6 | 3.2 | 2.2 |
| Nunavut | 6.1 | -6.9 | -3.4 | 1.6 |

***Note(s):*** *Data may not add up to totals as a result of rounding.*

## Table 3
## Sales of alcoholic beverages per capita 15 years and over at March 31, 2012

| | Beer | Wine | Spirits | Total |
|---|---|---|---|---|
| | dollars | | | |
| **Canada** | **317.2** | **225.0** | **182.1** | **724.2** |
| Newfoundland and Labrador | 519.1 | 143.2 | 317.7 | 980.0 |
| Prince Edward Island | 340.2 | 135.1 | 226.6 | 701.9 |
| Nova Scotia | 370.2 | 160.1 | 245.4 | 775.7 |
| New Brunswick | 347.1 | 128.1 | 171.4 | 646.6 |
| Quebec | 358.8 | 335.2 | 104.3 | 798.3 |
| Ontario | 280.5 | 191.4 | 181.1 | 653.1 |
| Manitoba | 302.1 | 134.4 | 237.4 | 673.9 |
| Saskatchewan | 335.0 | 98.4 | 270.0 | 703.5 |
| Alberta | 327.6 | 179.2 | 225.7 | 732.4 |
| British Columbia | 298.7 | 260.5 | 218.1 | 777.4 |
| Yukon | 653.9 | 272.1 | 393.6 | 1,319.6 |
| Northwest Territories and Nunavut | 412.2 | 139.7 | 396.5 | 948.5 |

***Note(s):*** *Data may not add up to totals as a result of rounding.*

**Available in CANSIM: tables 183-0006 and 183-0015 to 183-0020.**

**Definitions, data sources and methods: survey number 1726.**

Data tables on sales of alcoholic beverages are available from the *National economic accounts* module of our website.

Data are also available through custom and special tabulation.

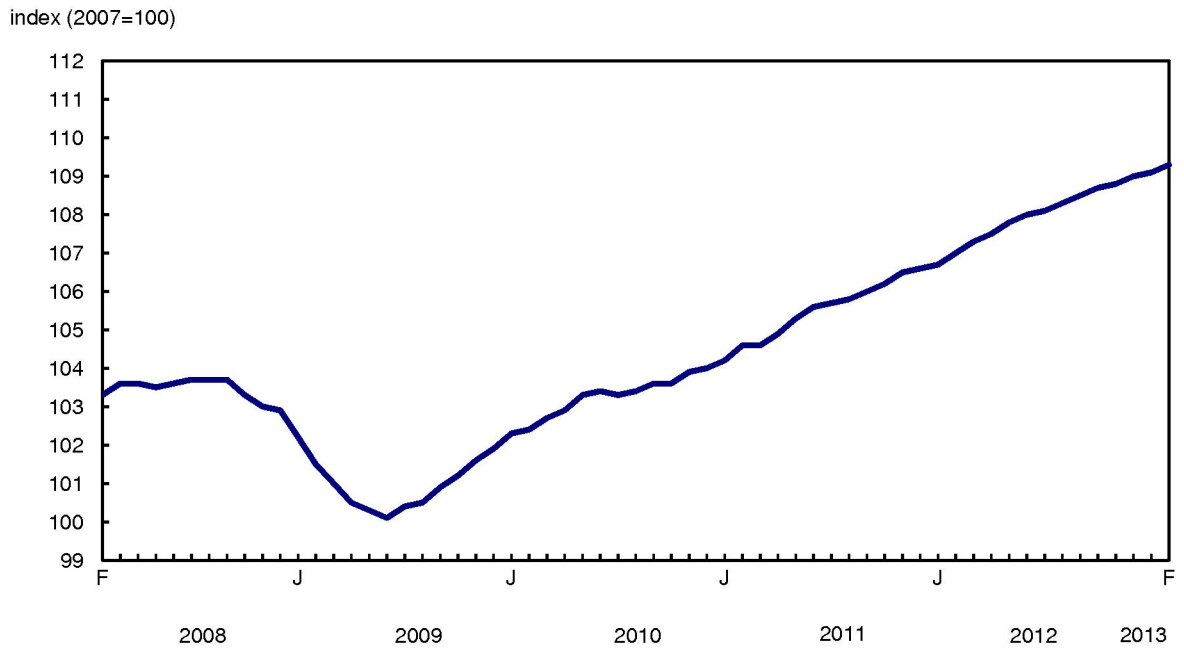
For more information of this release, contact us (toll-free 1-800-263-1136; infostats@statcan.gc.ca).

To enquire about the concepts, methods or data quality of this release, contact Hiren Parikh (613-951-6695; hiren.parikh@statcan.gc.ca) or Bruce Orok (613-951-0181; bruce.orok@statcan.gc.ca), Public Sector Statistics Division.

# New Housing Price Index, February 2013

The New Housing Price Index (NHPI) rose 0.2% in February, following a 0.1% increase in January, and similar increases over the second half of 2012.

## Chart 1
## New Housing Price Index



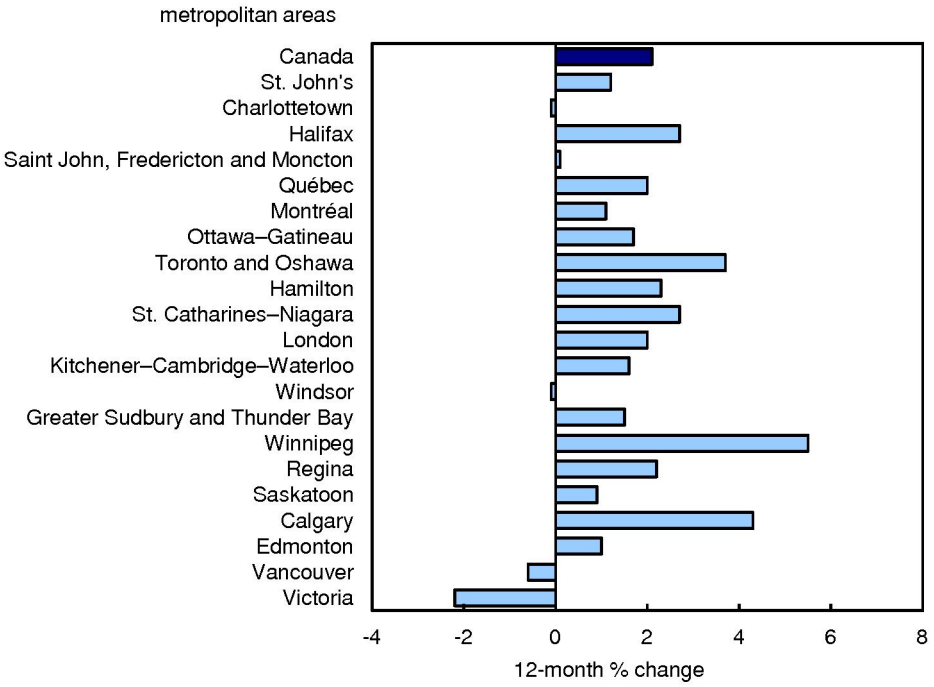

Calgary was the top contributor to the advance in February, up 1.0% from January. This was the largest month-over-month increase in that region since May 2007. Builders indicated that increases in material and labour costs were the main reasons for higher prices.

The largest monthly price advance in February occurred in Regina (+1.4%), where builders reported increased operating costs and a shortage of developed land. In Halifax, prices rose 0.9% from January, with builders citing higher costs for materials, labour and developed land as the primary reasons. These price increases were the largest for both regions since February 2012.

New housing prices declined 0.2% in Ottawa–Gatineau for the second month in a row, while prices decreased 0.1% in St. John's. Builders cited market conditions as the reason for reduced prices in both regions.

In February, prices were unchanged in the combined metropolitan region of Toronto and Oshawa following six consecutive months of increases. Prices were also unchanged in eight other metropolitan regions surveyed.

## Chart 2
## Winnipeg posts the largest year-over-year price increase




On a year-over-year basis, the NHPI rose 2.1% in the 12 months to February, following a 2.2% increase in the previous month.

The main contributor to the advance was the combined metropolitan region of Toronto and Oshawa, where the year-over-year increase in the contractors' selling prices was 3.7% in February, compared with 5.8% over the same period in 2012. Annual price increases in this region have been decelerating since October 2012, despite a slight acceleration in January.

For the third consecutive month, Winnipeg recorded the largest year-over-year price movement in Canada. Prices were up 5.5% compared with February 2012; however, this increase was down slightly from the 5.9% annual rise observed in January. The advance was largely due to the increased cost of developed land in this metropolitan area.

In Calgary, annual prices rose 4.3% and have been accelerating for the past five months. Other significant year-over-year increases occurred in St. Catharines-Niagara and in Halifax (both up 2.7%).

Among the 21 metropolitan regions surveyed, 4 posted 12-month price declines in February. The largest annual decreases continued to be in British Columbia, where new housing prices in Victoria were down 2.2% and prices in Vancouver declined 0.6%. Vancouver and Victoria have not seen annual increases in new home prices since September 2011 and September 2008, respectively.

### *Note to readers*

*The New Housing Price Index measures changes over time in the selling prices of new residential houses agreed upon between the contractor and the buyer at the time of the signing of the contract. It is designed to measure the changes in the selling prices of new houses where detailed specifications pertaining to each house remain the same between two consecutive periods. The prices collected from builders and included in the index are market selling prices less value added taxes, such as the Federal Goods and Services Tax (GST) or the Harmonized Sales Tax (HST).*

*The provincial government of British Columbia introduced legislation on May 14, 2012, announcing the return to a provincial sales tax on April 1, 2013. From April 1, 2012, until March 31, 2013, there are new housing transitional rebates in place. After the transition is complete, the provincial sales tax on building materials in British Columbia will be embedded in contractors' selling prices of new houses. These changes will be reflected in the New Housing Price Index as reported by respondents.*

*Effective April 1, 2013, in Prince Edward Island, the federal 5% GST is combined with a reduced 9% provincial tax to create a single 14% HST. Previously, only the GST (5%) was applied to new homes. Under the new rules, the tax applied to the purchase of a new home will be 14%.*

*The indexes are not subject to revision and are not seasonally adjusted.*

## Table 1
## New housing price indexes – Not seasonally adjusted[1]

| | Relative importance[2] | February 2012 | January 2013 | February 2013 | January to February 2013 | February 2012 to February 2013 |
|---|---|---|---|---|---|---|
| | % | (2007=100) | | | % change | |
| **Canada total** | **100.0** | **107.0** | **109.1** | **109.3** | **0.2** | **2.1** |
| **House only** | **…** | **107.1** | **109.8** | **109.9** | **0.1** | **2.6** |
| **Land only** | **…** | **106.1** | **107.4** | **107.5** | **0.1** | **1.3** |
| St. John's | 1.83 | 146.2 | 148.0 | 147.9 | -0.1 | 1.2 |
| Charlottetown | 0.22 | 102.8 | 102.7 | 102.7 | 0.0 | -0.1 |
| Halifax | 1.21 | 113.9 | 115.9 | 117.0 | 0.9 | 2.7 |
| Saint John, Fredericton and Moncton[3] | 0.52 | 108.0 | 107.9 | 108.1 | 0.2 | 0.1 |
| Québec | 2.70 | 120.2 | 122.6 | 122.6 | 0.0 | 2.0 |
| Montréal | 9.60 | 115.1 | 116.2 | 116.4 | 0.2 | 1.1 |
| Ottawa–Gatineau | 4.97 | 114.4 | 116.6 | 116.4 | -0.2 | 1.7 |
| Toronto and Oshawa[3] | 27.21 | 114.7 | 119.0 | 119.0 | 0.0 | 3.7 |
| Hamilton | 3.25 | 104.7 | 107.0 | 107.1 | 0.1 | 2.3 |
| St. Catharines–Niagara | 1.01 | 105.5 | 107.9 | 108.4 | 0.5 | 2.7 |
| London | 1.69 | 108.9 | 110.7 | 111.1 | 0.4 | 2.0 |
| Kitchener–Cambridge–Waterloo | 2.02 | 109.4 | 111.1 | 111.1 | 0.0 | 1.6 |
| Windsor | 0.67 | 98.7 | 98.6 | 98.6 | 0.0 | -0.1 |
| Greater Sudbury and Thunder Bay[3] | 0.63 | 106.1 | 107.7 | 107.7 | 0.0 | 1.5 |
| Winnipeg | 2.39 | 126.9 | 133.8 | 133.9 | 0.1 | 5.5 |
| Regina | 1.12 | 153.3 | 154.5 | 156.6 | 1.4 | 2.2 |
| Saskatoon | 2.20 | 118.1 | 119.2 | 119.2 | 0.0 | 0.9 |
| Calgary | 11.55 | 95.9 | 99.0 | 100.0 | 1.0 | 4.3 |
| Edmonton | 12.78 | 90.1 | 91.0 | 91.0 | 0.0 | 1.0 |
| Vancouver | 11.23 | 98.2 | 97.5 | 97.6 | 0.1 | -0.6 |
| Victoria | 1.22 | 86.7 | 84.8 | 84.8 | 0.0 | -2.2 |

*… not applicable*
*1. Values have been rounded.*
*2. The relative importance is calculated using a price adjusted three-year average of the value of building completions for each metropolitan area.*
*3. In order to ensure data confidentiality, the following census metropolitan areas and census agglomeration are grouped together as follows: Saint John, Fredericton and Moncton; Toronto and Oshawa; and Greater Sudbury and Thunder Bay.*
***Note(s):*** *View the census subdivisions that comprise the metropolitan areas online.*

**Available in CANSIM: table 327-0046.**

**Definitions, data sources and methods: survey number 2310.**

The fourth quarter 2012 issue of *Capital Expenditure Price Statistics* (62-007-X) will soon be available.

The New Housing Price Index for March will be released on May 9.

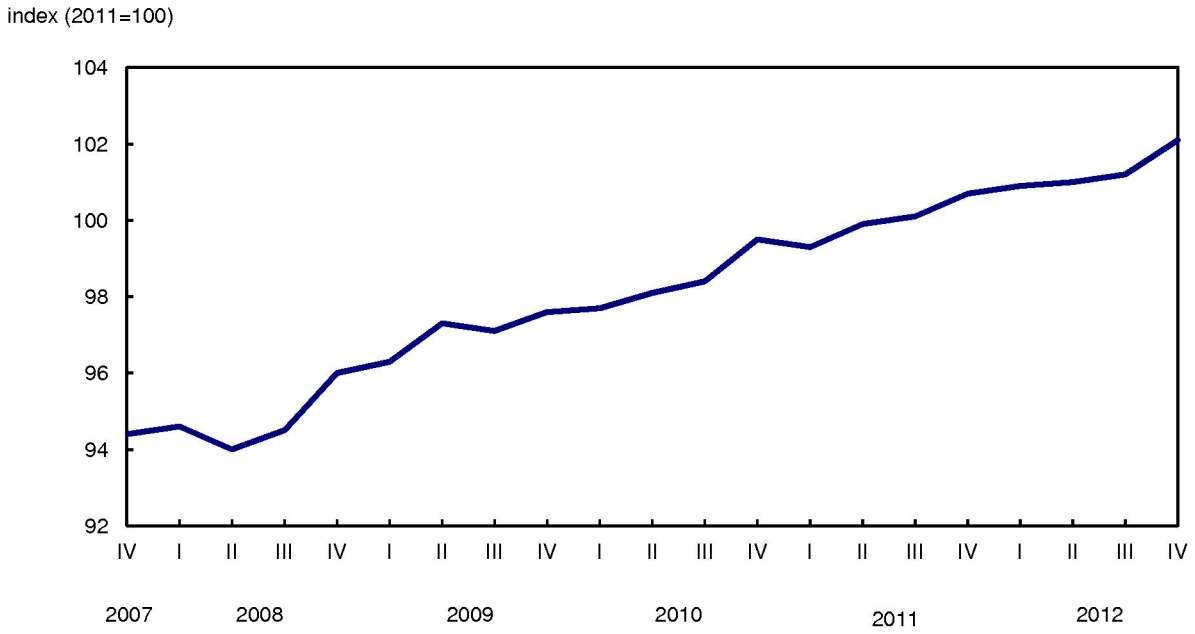
For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).

# Commercial Rents Services Price Index, fourth quarter 2012

The Commercial Rents Services Price Index increased 0.9% in the fourth quarter following a 0.2% increase in the third quarter.

On a year-over-year basis, the index advanced 1.4% in the fourth quarter compared with the same quarter in 2011.

## Chart 1
## Commercial Rents Services Price Index




### *Note to readers*

*The Commercial Rents Services Price Index is a monthly index that is disseminated on a quarterly basis. Prices collected are average rents measured in price per square foot for a sample of commercial buildings.*

*With each release, data for the previous quarter may have been revised. The series is also subject to an annual revision with the release of second quarter data of the following reference year. The index is not seasonally adjusted.*

*With this release, the Commercial Rents Services Price Index has been revised back to the third quarter of 2012 using a new sample and will be published on the time base of 2011=100. The weights used to compile the index have also been updated to 2011.*

*The series appears in new CANSIM tables 332-0012 and 332-0013 with new vectors. The old indexes, based on 2006=100, are terminated (CANSIM tables 332-0001 and 332-0011).*

**Table 1**
**Commercial Rents Services Price Index – Not seasonally adjusted**

| | Relative importance[1] | Fourth quarter 2011 | Third quarter 2012[r] | Fourth quarter 2012[p] | Third quarter to fourth quarter 2012 | Fourth quarter 2011 to fourth quarter 2012 |
|---|---|---|---|---|---|---|
| | % | (2011=100) | | | % change | |
| Commercial Rents Services Price Index | 100.00 | 100.7 | 101.2 | 102.1 | 0.9 | 1.4 |

*r revised*
*p preliminary*
*1. The Commercial Rents Services Price Index is released at the national level with no industry breakdown and, therefore, carries a relative importance of 100.*

**Available in CANSIM: tables 332-0012 and 332-0013.**

**Definitions, data sources and methods: survey number 5123.**

The Commercial Rents Services Price Index for the first quarter of 2013 will be released in July.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).

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